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PHILIPPINES

POPULATION, HEALTH & NUTRITION

THE SOCIAL ACCEPTANCE PROJECT – FAMILY PLANNING (TSAP-FP) ACADEMY FOR EDUCATIONAL DEVELOPMENT (AED)

GOAL

To help achieve greater social acceptance among the Filipino public of family planning (FP) as part of a healthy lifestyle.

PROJECT OBJECTIVES

- Increase public approval of family planning as part of a way of life
- Increase the number of key segments of society promoting use of family planning
- Increase acceptance of family planning as part of the routine health package.

PROGRAMS / SERVICES

TSAP-FP has the following programs:

Behavior Change Communication (BCC) – implements advertising, public relations, media relations, training, IEC materials development and other related activities to promote public approval of family planning among men and women.

Social Mobilization (SM) – carries out a set of targeted actions (message development, training and orientations, strategic planning, community mobilization, capacity building, provision of small grants, network building) to enable influential persons and organizations to publicly support and endorse family planning.

Health Provider (HP) interventions comprise training, materials development, capacity building, evidence-based medicine, research and other services aimed to increase the capacity of health providers to provide correct information on modern family planning methods.

Visit our website:
www.usaid-ph.gov
keywords: family planning

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PROJECT BACKGROUND

The Social Acceptance Project-Family Planning was launched in the Philippines in August 2002. It is implemented by the Academy for Educational Development (AED) as the prime contractor, with the Futures Group International, the Centre for Development and Population Activities (CEDPA), and Ketchum PR as sub-contractors. The project aims to achieve greater social acceptance of family planning as part of a healthy lifestyle.

Within its 30-year history, the Philippine Family Planning Program has made significant gains. However, unmet need for FP i.e., the number/percentage of women who don't want any more children or want them later but are not using any FP method, has remained high. In the 2002 Family Planning Survey, unmet need for FP was recorded at 20.5% or about 2.4 million married women who wanted to either space or limit births but were not using any contraceptive method.

While knowledge on family planning is nearly universal, and attitudes generally favorable (69 % strongly approve and 21% somewhat approve), practice has lagged behind. In 2003, one out of three women reported practicing modern FP methods. The main reason women cite for not practicing modern FP is fear of side effects or health concerns.

Another reason is the lack of social acceptance of family planning. One challenge is to transform those who are "somewhat in favor" of family planning into "strongly in favor" and change the attitudes of the general population in order to will create an environment supportive of family planning practice. This supportive environment will result in a larger mass of strong supporters for family planning who will demand and seek quality services.

Certain programmatic issues also need to be addressed. One important issue is to improve the interpersonal communication and counseling skills of FP service providers who will be able to dispel rumors and misconceptions about contraceptives and allay fears of side effects and health concerns, which are the primary reasons cited by clients for not using contraceptives.

TSAP-FP – through the individual yet integrated efforts of three major strategies, namely Behavior Change Communication (BCC), Social Mobilization (SM) and health provider (HP) interventions – is tasked with contributing to USAID/Philippines' strategic objective of achieving desired family size and improved health sustainability. Greater social acceptance is indicated by an increase in the percentage of the general public who strongly approve of family planning and who have endorsed family planning practice to others.



Health Secretary Manuel Dayrit shows his solidarity with the cause of modern FP by signing the Sigurado Ka signature wall during the Salute to Partnership event which brought together hundreds of FP supporters in January 2004.



ACCOMPLISHMENTS

- Conducted Knowledge, Attitudes, Practice—Family Planning (KAP-FP) Studies of men and women and of health providers. The KAP-FP study conducted among men and women after the multi-media advertising campaign showed the following results:
 - ▶ awareness of the term "modern methods of family planning" increased substantially from **43% to 75%**;
 - ▶ claimed knowledge of family planning increased from **35% to 51%**
 - ▶ significant improvements in unaided recall of modern family planning methods were recorded
 - ▶ those who discussed FP with others in the past 3 months prior to the interview increased from **18% to 30%**
 - ▶ those who encouraged the persons they talked to in the past three months was **18%**
 - ▶ those who are "very likely" to use an FP method in the future increased from **44% to 55%**
 - ▶ those who "strongly agree" to the statements related to modern methods showed increases, particularly among the segment who claimed to recall the TV ads.
- Conducted Knowledge, Attitude, Practice – Family Planning (KAP-FP) Studies of men and women and of health providers
- Launched a national multi-media advertising campaign, in partnership with nine large civil society groups representing various sectors, which significantly increased public awareness on modern FP methods (Metro areas: 43% to 75%; Low CPR areas: 25% to 46%).
- Conducted public relations/media activities which increased positive coverage of FP and population issues in national dailies from a quarterly average of 58 to a quarterly average of 100 articles
- Mobilized prominent national media personalities who are now actively promoting FP in their top rating radio/TV shows
- Supported FP integration in two popular radio programs
- Set-up a Family Planning Hotline (accessible via voice, text & email), sponsored by the Department of Health, that received an average of 2,212 queries per month in the first quarter of 2005.
- Trained 26 influentials to publicly promote FP
- Engaged 57 key organizations from various sectors to actively promote FP
- Trained/oriented:
 - ▶ 1609 community leaders, informal sector workers, labor union officials on FP Promotion
 - ▶ 946 health providers on Evidence-Based Medicine – FP
 - ▶ 49 media practitioners on FP
- Facilitated the integration of family planning into the collective bargaining agreements of seven labor unions.
- Developed and produced IEC materials (flipcharts, brochure series, stickers, wall chart, manual, CD, video film) for health providers and the general public which were distributed to government health centers, private physicians and other partners.
- Developed Critically-Appraised Topics (CATs), an evidence-based medicine tool for health providers, which summarizes research findings on specific questions about contraceptive methods
 - Supported Muslim religious leaders to develop and publicly proclaim the National *Fatwa* on Reproductive Health and Family Planning, the landmark document which provides the foundation for Muslim acceptance of family planning in the context of Islam
 - Supported 27 small grants to NGOs and civil society groups to implement social mobilization/communication activities on FP; these small grant projects have already reached and mobilized more than 100 barangays and 15 key cities and municipalities for FP promotion and social mobilization in TSAP-FP sites.
 - Trained 450 Muslim Religious Leaders to disseminate the *fatwa*.

